IDENTIFYING AND REPORTING ON FREQUENT
SEQUENCES OF EVENTS IN USAGE DATA

ABSTRACT

A method, system, and computer-readable medium for identifying sequences of interaction events of interest that frequently occur is described. In particular, techniques are described for receiving multiple groups each having related interaction events in serial or sequential order, and for determining sequences of interaction events that frequently occur in the multiple groups. Reports can also be generated and provided that include information about the determined frequent sequences. The techniques can at times be used to provide a service to customers in which logs containing data about interaction events related to that customer (*e.g.*, usage events for a provided service or of a provided Website) are received or obtained, in which frequent sequences in the log data are identified, and in which reports are provided to representatives of the customer about the frequent sequences (*e.g.*, remotely over the Web based on interactive specifications).